

February 18, 2005

TO: Wisconsin Potential Study Advisory Committee and stakeholders
FROM: Kevin Grabner, ECW
RE: Agenda for February 22 stakeholder meeting

Below is the agenda for the Tuesday, February 22, 2005 Potential Study Stakeholder meeting covering the following topics and four markets of *Industrial Best Practices*:

1. (9:00-10:45 am) Market 9 — **Industrial Energy Usage Baseline, Motor End of Service Repair and Replacement**
2. (11:00-12:15 pm) Market 10 — **Compressed Air System Optimization**
3. (1:00-2:15 pm) Market 11 — **Fan System Optimization**
4. (2:30-3:45 pm) Market 12 — **Pump System Optimization**

If you are planning to attend this meeting, and have not already done so, please RSVP to sbenzmiller@ecw.org. Lunch will be provided for those who will be present between 12:15 and 1:00.

A discussion guide follows. This is simply meant to get the discussion going; it's not intended to limit the scope of the discussion.

Proposed Discussion Guide

All Industrial Markets

1. Defining the electric and natural gas usage baselines
 - a. Total consumption (MWh, MW, therms)
 - b. Industry type classifications
 - c. Industry end-use breakdowns
 - d. Large versus medium/small
 - e. Existing load versus new load
 - f. AP-7 and Focus on Energy Baseline Study are defaults

Individual Industrial Markets

1. Measure impacts
 - a. What are the important measures or energy efficiency upgrades to contemplate for this market?
 - b. What are the most important variables that drive per-unit impacts and measure life for these measures?
 - c. Do measure impacts and measure life vary among sub-groups or across participants in future years in important ways that we should consider?
2. Nature of the market
 - a. What are the important market channels and actors for this market?
 - b. What are the important motivators and barriers to energy efficiency in this market?
3. Program approaches
 - a. What program approaches to improving energy efficiency in this market have been used in Wisconsin and elsewhere?
 - i. Are there specific programs (Wisconsin or elsewhere) that we should be using as models for estimating achievable potential for Wisconsin?
 - b. What novel program approaches should we consider?
 - c. What participation levels and program costs are likely for these program approaches? (BAU, Low, High)
 - d. To what extent is free ridership an issue to be considered for these program approaches?
 - e. To what extent can these program approaches be expected to cause broader market effects beyond immediate participants?
4. Information resources (identify throughout the above)
 - a. What information sources can we draw upon to address this question?